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Restaurant Business

A BILL PUBLICATION DECEMBER 10, 1986

INDUSTRY LEADERS' FORECAST

CONSUMER TASTES; LABOR TRENDS; BUSINESS OUTLOOK

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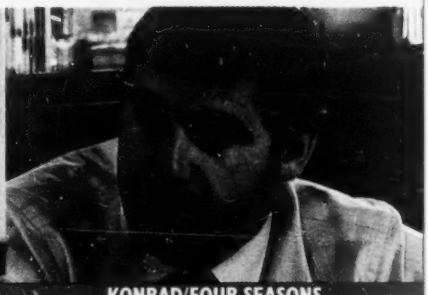
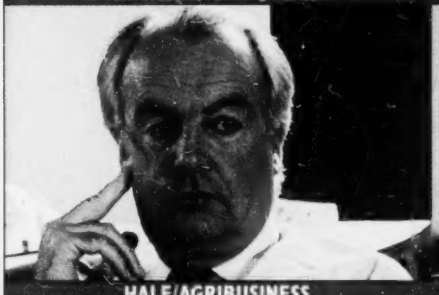
COOPER/DAIRY QUEEN

COHN/BIG FOUR



KONRAD/FOUR SEASONS



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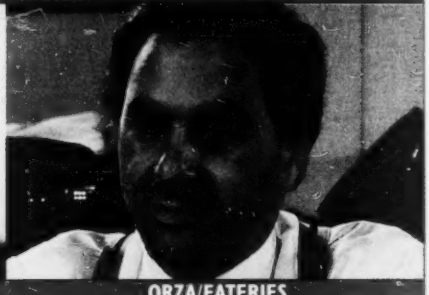

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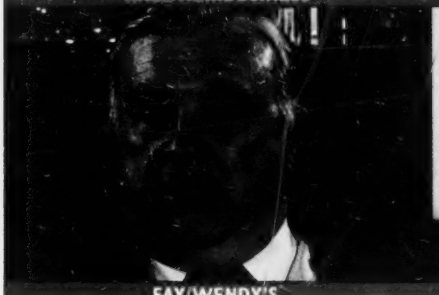

FAY/WENDY'S

GREGORY/T.F.S.D.

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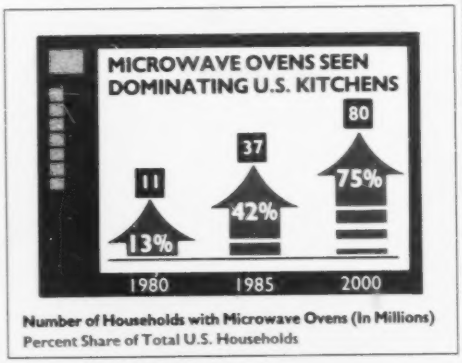
BUSINESS BAROMETER

The Hard Facts Shaping Our Industry

Source: American Demographics Magazine

Childless Couples Big Spenders

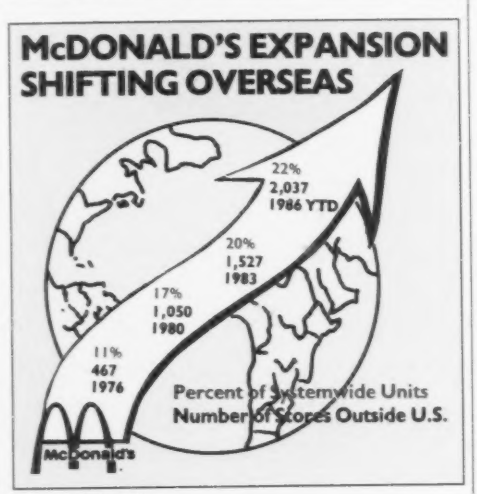
Restaurateurs might do well to cater to young childless married couples who, weekly, spent 46 percent more on eating out ($28.55) in 1982-83 than couples with kids under six ($19.49), says *American Demographics* magazine. Their numbers increased 15 percent from 5.2 million in 1980 to some 6 million in 1985, or 24% of all young married couples where the wife was aged 18-44.



Sources: Gallup Poll; Campbell Soup Co.

The Microwave-Age Restaurant

The choice is very clear. Time-pressed consumers in increasing numbers are buying microwave ovens to prepare meals at home. To meet the challenge, restaurants must develop meals-to-go packaged conveniently to attract today's time-conscious consumers who want microwaveable foods.



Source: McDonald's

Franchisors Set Sights Abroad

U.S. chains increasingly are targeting overseas markets to maintain growth rates. McDonald's is pacing the industry, with 2,037 foreign units, or 22% of total systemwide outlets. Contenders are KFC, with 1,773 units, and Pizza Hut, with 576. Some 30 smaller U.S. restaurant franchisors plan to join 67 larger U.S. firms now abroad by the end of 1987. Hot markets: Canada, Japan, Australia, UK, and Europe.**–Linda Cecere**

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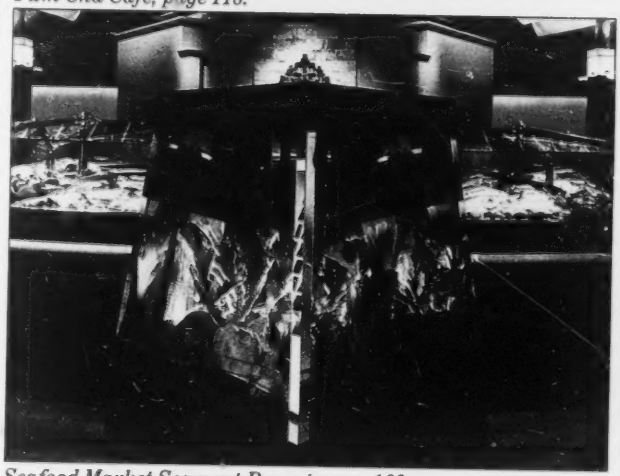

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